General Services Administration, GSA
Office of Citizen Services and Communications,
Office of E-Gov Solutions

OCS Content Management
Shared Service Program

Agenda

- OCS/STS Program Objectives
- The OCS CMS Federal Needs Assessment
- OCS/STS CM Offering
- CMS Partner Benefits
- CMS Procurement Process/Timeline

OCS Objectives

To Provide:

1. Guidance: advice to other federal entities
2. Standards: contribute and implement
3. Services: concrete business solutions on opt-in basis, including for smaller entities
4. Economies: reusable processes and applications
5. Analysis and Evaluation: record lessons learned
6. Knowledge-sharing: make best practices available

OCS CMS Background

- **Released an RFP in Fall 2001 for FirstGov CMS**
- **Redirected by OMB to expand scope to include:**
  - **GSA-wide CMS requirements; and**
  - **Enable deployment of a standard CMS solution for use by e-gov initiatives and other government agencies**
- **Hired consultant expertise to:**
  - **Assess high-level government wide CMS needs**
  - **Develop a Statement of Work/Evaluation Criteria**
  - **Develop an Independent Government Cost Estimate**

Federal CMS Assessment

- CMS requirements survey completed by 153 technology managers/experts
- 24 departments and independent agencies representing 76 bureaus, initiatives, and sub-agencies participated in the survey
- Held 2 government-wide CMS needs assessment sessions with representation from 20 agencies
- Conducted nine one-on-one sessions with select e-gov initiatives and others

Assessment Findings

- Content on Agency sites is growing exponentially
- Agencies are looking for a standard, economical, proven solution customized to their needs
- Few are looking into XML compliant systems
  This is bad: potential for interoperability problems and vendor lock in
- Those looking at CMS are struggling with:

  – Confusion between software panaceas and holistic solutions
  – Business process change
  – Technology integration
  – ROI and implementation risks
  – Cost containment
  – Acquisition pitfalls

OCS CM Offering

- Depending on Agency/Initiative's Needs, Offer Spectrum of holistic solutions
  - Shared contract / shopping list, for technology and services
  - Knowledge transfer, best practices

- Guide: advice to other federal entities
- Analysis and Evaluation: record lessons learned
- Knowledge-sharing: make best practices available
- Standards: contribute and implement
- Services: concrete CM solutions on fee for service including for smaller entities
- Economies: reusable processes and applications

Partner Benefits

1. **Cost savings from:**
   - **Procurement streamlining**
     - The contracts negotiated with vendors will be used as a shopping list for software and services.
   - **Reusability (esp. processes, but also code, docs, etc.)**
   - **Economies of Scale**
     - The fees for products offered via shared contracts reflect volume discounts.
   - **Share Lessons Learned**
     - Knowledge transfer services (ContentManagement.gov).

CM Procurement Process

- CM Procurement Process
  - Cross Agency participation in vendor selection process
    - USDA
    - DOC
    - GSA
    - Treasury
  - Purchased Software Only, Vignette
  - CM Integration Services will be purchased under a separate contract

Integrator: Procurement Strategy

- An integrator will be selected to provide all implementation services for the content management software product (and other applications)
- An integrator will be selected with demonstrated expertise in installing the chosen CM product;
- The service definitions and pricing developed by OCS SETA.

Next Steps

- Program Actions
  - Finalize Integrator SOW
  - Begin content analysis for FirstGov and FCIC
  - Create a joint project plan with the OCSC SETA, Hosting Provider, Portal Provider and CMS Provider to define implementation schedule.
- Technical Actions
  - Determine Security Req. to support CMS
  - Create technical architecture configuration

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